

Marketing for
Hospitality and Tourism

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第四版 (Fourth Edition)

Philip Kotler
John T. Bowen
James C. Makens

谢彦君 梁春媚 译注

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丛书总序

正如世界旅游组织早在上个世纪末曾经预测的那样，进入 20 世纪 90 年代后，在影响旅游业发展的市场因素呈现出很多新变化的同时，诸多外源因素也在出现重大变化。虽然这些外源因素的变化对旅游业发展的影响程度目前尚不易确定，但有一点可以肯定的是，这些外源因素的变化将会对旅游从业人员，特别是对旅游管理者提出新的要求，从而也会对旅游研究和旅游教育产生影响。国际上旅游实业界和旅游学术界不少人士都认为，旅游研究和旅游教育正面临新的发展阶段，其原因也在于此。

在这些影响旅游业未来发展的外源因素中，人们的共识程度最高并且表现最为现实的重大因素之一要算是经济发展的全球化。这意味着旅游企业的跨国经营将成为不断扩大的发展趋势。为了适应这一趋势，旅游企业管理人员需要增加对国际经营管理，特别是对有关国家文化特点的了解和认识，因为有效的管理永远是植根于文化之中的。借用著名的管理学家彼得·德鲁克的话来说，就是“无论是在德国、英国、美国、日本还是在巴西，企业管理者的任务都是完全一样的，而他们（在不同国家中）完成任务的做法则是不同的”。这在很大程度上意味着，今后旅游教育的目标不应仅限于培养“国内型”人才，而应向培养“国际型”人才拓展。就我国旅游业经营中所面临“国际竞争国内化、国内竞争国际化”的现实情况而言，若要使所培养出来的旅游人才能够适应经济全球化的发展，特别是能够胜任国际经营管理工作的需要，旅游教育部门便不能无视“同国际接轨”对旅游人才培养工作的重要性。

改革开放 20 多年来，我国旅游研究和旅游教育工作者本着服务于建设具有中国特色旅游业的宗旨，在旅游研究方面做出了很大的成绩，并且在理论体系上形成了自身的特点。但不能不看到，一方面我国的旅游研究很大程度上是在借鉴西方已有经验和成果的基础上发展起来的，另一方面当今世界上旅游理论研究的发展动向仍由西方学者主导。正如教育部“工商管理学科专业教育教学改革与发展战略研究”报告中所指出的那样，过去，由于种种因素的影响，我国学术界对国外最新理论研究的了解和认知存在明显的滞后性。随着经济全球化的发展，加之现代科技的进步，这种时间上的滞后性已有了显著改善的可能。利用这一机会，推进我国的旅游研究，改善我国旅游人才的培养质量，无疑应成为需要认真面对的重要任务。最近数年来，教育部一直在倡导实行双语教学，实可谓是与与时俱进的有识之举。

学习和借鉴国外旅游业的管理经验以及了解和掌握国际上旅游研究的动态有多种不同的途径。就旅游教育而言,最基本并且最可行的途径之一便是引进国外先进的教科书和研究成果,包括出版有关的翻译作品和直接引进国外原著。一个时期以来,我国在出版国外有关旅游研究的翻译作品方面做了不少工作。但在成系列地直接引进国外原著方面似乎仍属空白。东北财经大学出版社旅游管理英文原版精品教材的出版,开创了这一领域的先河。同阅读翻译作品相比较,直接阅读国外原著应当说具有更多的好处。首先,它可以避免因译者方面的原因而可能出现的纰漏或差错;其次,它有助于训练专业外语文献的阅读能力;再次,在尽享原著思想真谛的同时,它有利于提高专业外语表达能力。另外,这套英文原版的引进出版也会以其大大低于国外原版的价格,给支付能力有限的国内读者带来难得的经济实惠。

作为中国首批旅游研究和旅游教育工作者中的一员,我本人从阅读和学习国外旅游学术原著中获益良多。因此,我很乐意为东北财经大学出版社引进的这套旅游管理英文原版精品教材作序,并向旅游院校的师生以及有兴趣了解国外旅游研究和旅游业发展情况的读者推荐这套丛书。我相信,通过对这些“洋梨”的品尝,大家定会有“消食开胃”的收获。

李天元

2004 年于南开大学

We would like to thank the students and instructors who have used this text in the past. Their support has enabled us to publish our fourth edition of *Marketing for Hospitality and Tourism* in just ten years, now available in eight languages.

The book is written with the hospitality and travel student in mind. The solicited and unsolicited comments we received from students and instructors have been incorporated into the fourth edition. Students have told us *Marketing for Hospitality and Tourism* is readable and interesting; one student wrote, "I enjoyed reading this book—it didn't seem like I was reading a textbook." In this newest edition we strive to maintain the same tone. We had a team of students read each of the chapters to make sure the concepts presented made sense to them. Additionally, students were involved in the final choice of illustrations for the text to make certain the illustrations were both useful and interesting. For instructors, we made the text flow more smoothly from a teaching perspective and enlisted the help of a team of professors to develop and produce teaching aids.

The authors have extensive experience working with hospitality and travel businesses around the globe. Our understanding of the hospitality and travel business ensured that the end result is a book that clearly explains marketing concepts and shows how they apply to real-life situations.

The book has an international focus, which is especially important in this era of increasing globalization. Business markets have become internationalized—domestic companies are expanding overseas as foreign companies seek to enter U.S. markets—therefore, it is crucial that today's students be exposed to business and cultural examples from other parts of the world. Rather than have one chapter devoted to international marketing, we have incorporated examples throughout the text.

This text has truly evolved as a team project. Without the support of our students and faculty at other universities and colleges, this book would not have developed into the leading book in its category. We thank you for your support and acknowledge below those who have been involved in the development of the book.

WE WELCOME YOUR COMMENTS

We would like to hear your comments on this edition and your suggestions for future editions. Please address comments to: John Bowen, Conrad N. Hilton College of Hotel Management, University of Houston, jbowen@uh.edu.

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Jane Boyland, Johnson & Wales University; Juline Mills, Purdue University; and Muzzo Uysal, Virginia Polytechnic Institute and State University reviewed the third edition and gave suggestions for the fourth edition.

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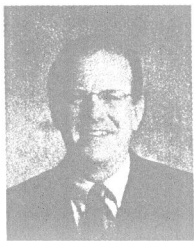
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Philip Kotler is the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg Graduate School of Management, Northwestern University. Professor Kotler is one of the world's leading authorities on marketing. He received his master's degree at the University of Chicago and his Ph.D. at M.I.T., both in economics. Dr. Kotler is co-author of *Principles of Marketing* and the author of *Marketing Management: Analysis, Planning, Implementation, and Control* (Prentice Hall), now in its eleventh edition and the most widely used marketing textbook in graduate schools of business. He has

authored several successful books and has written over 100 articles for leading journals. He is the only three-time winner of the coveted Alpha Kappa Psi award for the best annual article in the *Journal of Marketing*. Dr. Kotler's numerous major honors include the Paul D. Converse Award given by the American Marketing Association to honor "outstanding contributions to science in marketing" and the Stuart Henderson Britt Award as Marketer of the Year. He was named the first recipient of two major awards: the Distinguished Marketing Educator of the Year Award given by the American Marketing Association and the Philip Kotler Award for Excellence in Health Care Marketing presented by the Academy for Health Care Services Marketing. He has also received the Charles Coolidge Parlin Award, which each year honors an outstanding leader in the field of marketing. In 1995, he received the Marketing Educator of the Year Award from Sales and Marketing Executives International. Dr. Kotler has served as chairman of the College on Marketing of the Institute of Management Sciences (TIMS) and a director of the American Marketing Association. He has received honorary doctorate degrees from DePaul University, the University of Zurich, and the Athens University of Economics and Business. He has consulted with many major U.S. and foreign companies on marketing strategy.



John T. Bowen is Dean of the Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston. Professor Bowen has presented marketing courses and seminars in Asia, Australia, Central America, Europe, and South America. Dr. Bowen is a consultant to both large and small hospitality corporations. Before becoming an academic, Professor Bowen held positions in restaurant management at both the unit and corporate level. He serves as a consultant to both small and large hospitality corporations. Professor Bowen is on the editorial boards of the *Cornell Hotel and Restaurant Administration Quarterly*, *Hospitality and Tourism Research Journal*, *Journal of Services Marketing*, and *International Journal of Contemporary Hospitality Marketing*. He is co-author of *Restaurant Marketing for Owners and Managers*. Professor Bowen has received numerous awards for his teaching and research including UNLV Foundation Teaching Award, the Sam and Mary Boyd Distinguished Professor Award for Teaching, and the Board of Regents Outstanding Faculty Member. He has been a three-time recipient of International CHRIE's annual award for the superior published research in the hospitality industry. Dr. Bowen's formal education includes a B.S. in Hotel Administration from Cornell University, a M.B.A. and M.S. from Corpus Christi State University, and a Ph.D. in marketing from Texas A&M University. Dr. Bowen is a Fellow of HCIMA.



James C. Makens is actively involved with the travel industry. He has conducted executive training for the Sheraton Corporation, Regent International Hotels, The Taiwan Hotel Association, and Travelodge of Australia. He has also conducted marketing seminars for tourism ministries or travel associations in Australia, New Zealand, Canada, Indonesia, Singapore, Malaysia, and many nations of Latin America. Dr. Makens serves as a consultant and has written marketing plans for travel industry companies and tourism promotion boards. Other books he has authored or coauthored include *The Travel Industry* and *Hotel Sales and Marketing Planbook*. His professional articles have appeared in *The Cornell Hotel and Restaurant Administration Quarterly*, *The Journal of Travel Research*, *The Journal of Marketing*, *The Journal of Marketing Research*, and *The Journal of Applied Psychology*. Dr. Makens earned an M.S., M.B.A., and Ph.D. from Michigan State University. He holds a B.S. from Colorado State University. He served as Associate Dean in the School of Travel Industry Management of the University of Hawaii. He was also an Associate Dean of INCAE, an affiliate of Harvard Business School in Central America. Dr. Makens recently retired from the faculty at The Babcock Graduate School of Management at Wake Forest University.

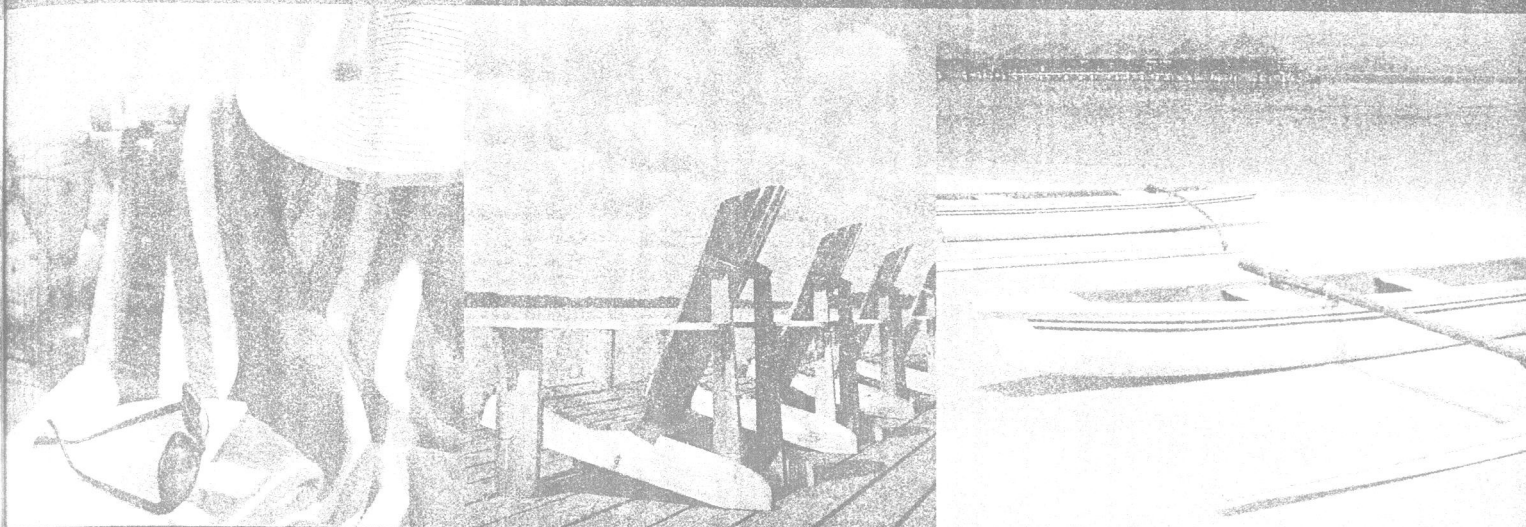
第一部分	理解接待业与旅游业市场营销过程	1
1.	导论：接待业与旅游业市场营销	3
2.	接待业与旅游业营销的服务特征	35
第二部分	抓住接待业与旅游业的营销机遇并制定战略	65
3.	营销环境	67
4.	营销信息系统与营销调研	105
5.	消费者市场与消费者购买行为	147
6.	团体市场的组织机构购买行为	181
7.	市场细分、目标市场选择和市场定位	209
第三部分	开发接待业与旅游业营销组合	247
8.	产品的设计与管理	249
9.	内部营销	299
10.	产品定价：定价的影响因素、定价方法和定价策略	329
11.	分销渠道	381
12.	产品促销：沟通、促销政策和广告	421
13.	产品促销：公共关系和营业推广	469
14.	专职人员推销	507
第四部分	接待业与旅游业营销管理	557
15.	旅游目的地营销	559
16.	下一年的营销计划	599

PART 1	Understanding the Hospitality and Tourism Marketing Process	1
	1. Introduction: Marketing for Hospitality and Tourism	3
	2. Service Characteristics of Hospitality and Tourism Marketing	35
PART 2	Developing Hospitality and Tourism Marketing Opportunities and Strategies	65
	3. The Marketing Environment	67
	4. Marketing Information Systems and Marketing Research	105
	5. Consumer Markets and Consumer Buying Behavior	147
	6. Organizational Buyer Behavior of Group Market	181
	7. Market Segmentation, Targeting, and Positioning	209
PART 3	Developing the Hospitality and Tourism Marketing Mix	247
	8. Designing and Managing Products	249
	9. Internal Marketing	299
	10. Pricing Products: Pricing Considerations, Approaches, and Strategy	329
	11. Distribution Channels	381
	12. Promoting Products: Communication and Promotion Policy and Advertising	421
	13. Promoting Products: Public Relations and Sales Promotion	469
	14. Professional Sales	507

PART 4 Managing Hospitality and Tourism Marketing 557

15. Destination Marketing 559

16. Next Year's Marketing Plan 599



Part 1

Chapters

Understanding the Hospitality and Tourism Marketing Process

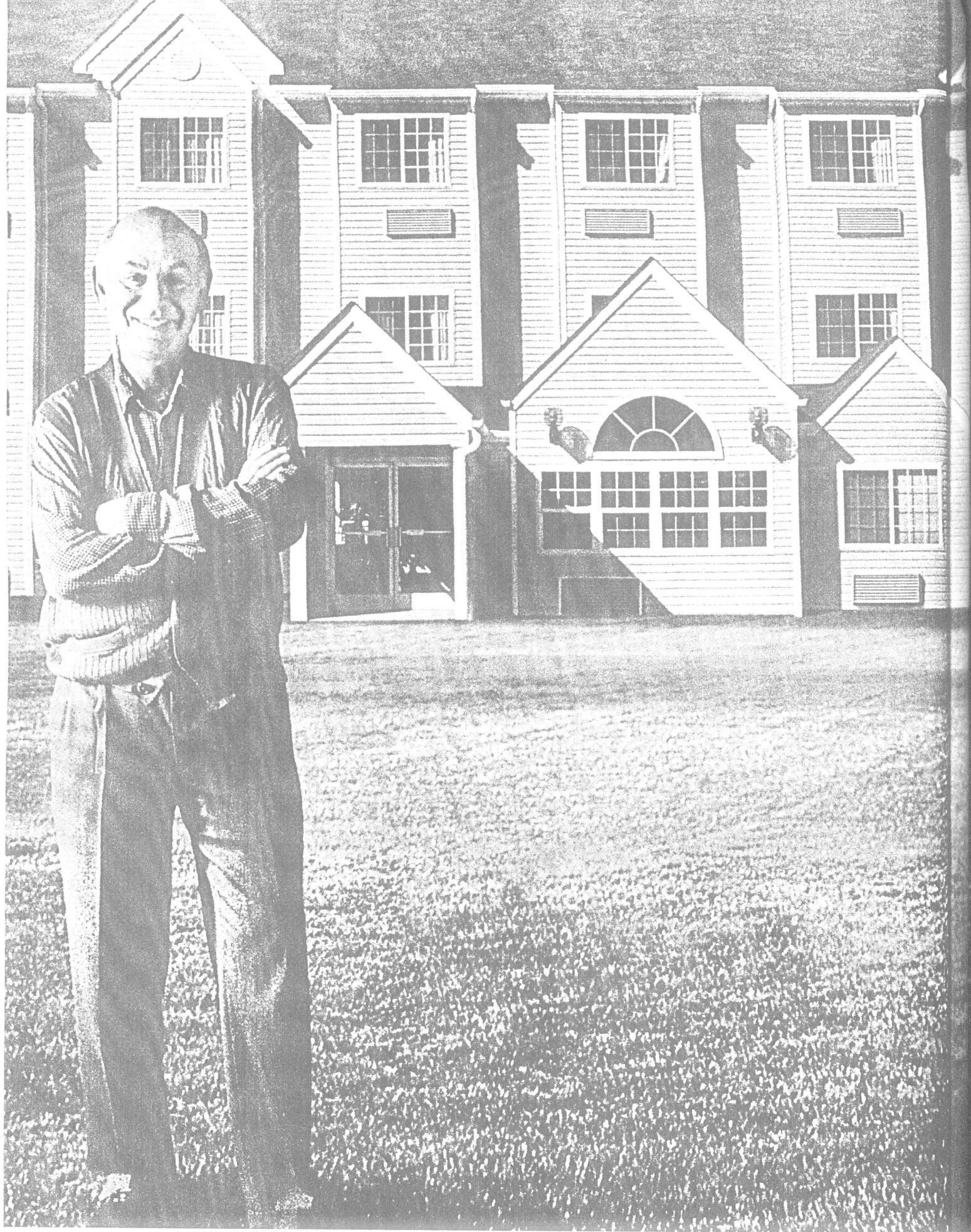
理解接待业与旅游业市场营销过程

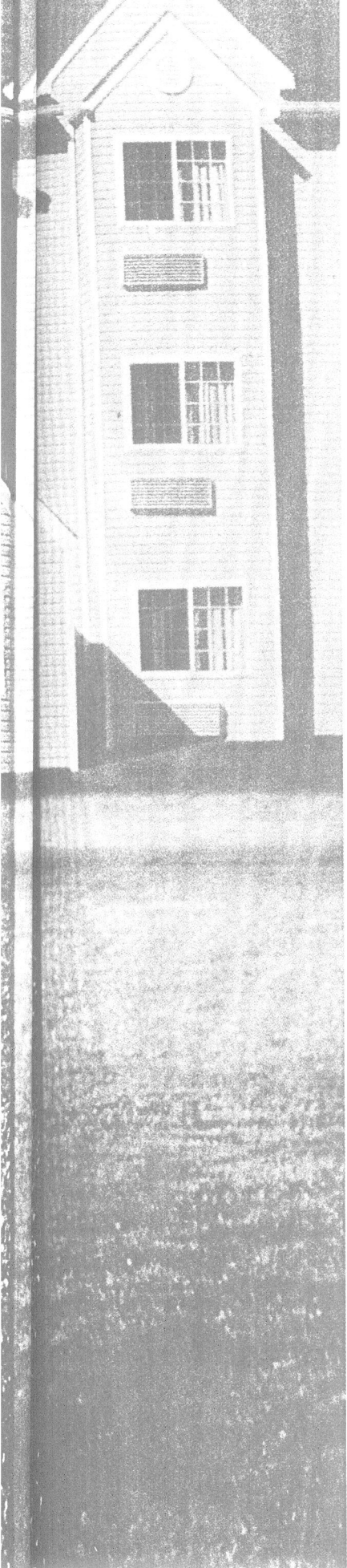
1. Introduction: Marketing for Hospitality and Tourism

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2. Service Characteristics of Hospitality and Tourism Marketing

接待业与旅游业营销的服务特征





1

Introduction: Marketing for Hospitality and Tourism

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